

BEHIND THE PHOTO

Arizona Law students arrive first, finish the brief and take the client's call, all while everyone else is still getting coffee. They are resourceful, resilient, and real-world ready. The storyline was directly inspired by what employers say they're looking for in new hires and what our college's and students' strengths are.

WHY

This is a great photo that suits our brand because it tells a story and is dynamic, unexpected and engaging. The photo's storyline and the image itself embody our "Renegade" positioning — this is far from your typical law school image. Our student graduate is confident but warm, professional but not stodgy, ready for anything, and prefers to create his own path. (Why drive to work when you can skateboard?)

HOW

The image will be used in employer communications with a "Hire Arizona Law" message and in prospective student communications with a "We'll prepare you for career success" message.

Learn how to create your own UA-branded photography on brand.arizona.edu



Effective branding relies on compelling, clear and consistent imagery, design and verbal expression. Use the tools on this page to help tell the world who we are.

INSPIRATION

Before you start any project, read the below inspiration to inspire compelling content that sets us apart from the competition. This is not copy-and-paste text but is meant to inspire external communications

At the University of Arizona, we’re not bound by convention. We see things differently. This isn’t a desert; it’s a canvas. These mountains aren’t obstacles, they’re vantage points. Our big sky: it’s a lens to the universe and our place in it.

Here, we’re connected to the land and to the stars and it’s up to us to bridge the space between. When there is a reference point for struggle, we help society rise to its challenges. Not only do we have the power to make a difference, but it is also our duty to do so.

That’s because we exist at the intersection of history and culture and research and vision. Nothing can contain us. And we never stop pushing. Beyond boundaries, beyond expectations, and beyond ourselves. To make sense of the world, then make it better and brighter.

KEY MESSAGES

Our key messages are what we want our audiences to believe about us:

- 1. We see opportunities where others see obstacles.
- 2. We embrace grand challenges with bold curiosity.
- 3. We forge creative pathways to discoveries that would otherwise be impossible.
- 4. We are driven by our history to advance the work of those who came before us and to improve the world for those who will follow.

BRAND ESSENCE

Our brand essence is what our brand embodies; what it looks and feels like

PROGRESS	Forward-thinking and willing to take risks
CONFIDENCE	Purposeful and driven to achieve our goals
OPENNESS	Collaborative and unassuming
ADVENTURE	Rooted in an exploratory spirit
DETERMINATION	Unwavering, always focused on impact
INSPIRATION	Optimistic and visionary, motivating others

VOICE AND TONE

Use the below techniques and examples to inspire writing “the UA way.”

CREATE SHORT, SIMPLE, BOLD HEADLINES

Who will move the world? You will.

USE ACTIVE LANGUAGE

What does it feel like to tag an asteroid? We’ll show you.

SAY MORE WITH LESS

The UA knows asteroids — 700,000 of them.

USE “WE”, “US” AND “YOU”

We were leading space missions before planetary science was cool.

USE SIMPLE, DECLARATIVE STATEMENTS

Make history with us. Again.

LEVERAGE THE UNEXPECTED

This is not a sky. It’s a window. To the Universe.

LEAD WITH BENEFITS (WHAT’S IN IT FOR ME?)

It’s okay to be untamed. To push boundaries and ask hard questions. What you learn here will help you find purpose as you pursue your passions with confidence.



TYPOGRAPHY

For professional use, Milo OT is our sans serif font and Milo Serif OT is our serif font. Because the two fonts are from the same type foundry and are based on the same proportions and structure, they can be used together to enhance understanding. Only change typefaces when it benefits or emphasizes the meaning of the copy.

PHOTOGRAPHY

The UA Photography brand is simple, bright and authentic — reflecting the brilliance of Arizona in a unique style. When used effectively, photography is a powerful tool for elevating the UA brand. It can also be one of the most difficult to execute. These guidelines are meant to help clarify UA brand photography standards and help you plan and carry out photo shoots.

SIMPLE



BRIGHT



AUTHENTIC



COLOR

For the RGB, CMYK and hex values, go to brand.arizona.edu/ua-color-palette
No need to type in the values, just use the Adobe ASE palettes and the UA Bootstrap pre-defined CSS colors.

60%

WHITE OR PHOTO

30%

UA RED
PMS 200 C
#AB0520

ARIZONA BLUE
PMS ARIZONA BLUE #0C234B

PRIMARY

10%

CHILI

BLOOM

AZURITE

SAGE

COOL GRAY

MIDNIGHT

SKY

OASIS

ASH

WARM GRAY

SHADOW ACCENTS

HIGHLIGHT ACCENTS

ADDITIONAL BLUE ACCENTS

LEGACY

NEUTRAL

RIVER

LEAF

MESA

SILVER

SECONDARY
ALSO USED AS METALLICS

GRAPHIC ELEMENTS

OPEN SPACE



BOUNDLESS EDGE

FULL BLEED



FULL BLEED OVER GUTTER



NEGATIVE SPACE



SINGLE TRIANGLE AKA “CHIP”



TRIANGLE CONTAINER



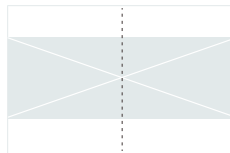
TRIANGLE TRIPLETS



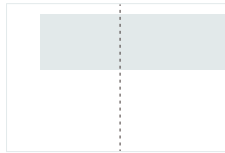
LINEWORK



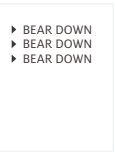
FULL BLEEDS ON SIDE EDGES, OVER GUTTER



FULL BLEED ON ONE EDGE, OVER GUTTER



BULLET LIST



TRIANGLE BACKGROUNDS



CELEBRATORY BURST

TRIANGLE BURST



LINEAR BURST



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